Sample evidence report: BN Syndicate

Nov 13, 2026 · @Ria

About this sample

This is the report you receive at the end of an engagement. It is rebuilt from my BN Syndicate project (paid, March to April 2026), so the findings are real; the layout is the one every client gets.

Every finding carries a label, so you can see how much weight it holds:

Label	What it means
Observed	I saw it directly: an audit, a review, the live site
Reported	Someone with first-hand knowledge told me
Untested	A reasoned bet that hasn't been checked with buyers yet

Summary

Your buyers can't find or compare your tapes, so they shortlist someone else. Three changes fix most of that:

1. **Organise products by application, not by name.** Buyers arrive with a problem, not a product code.
2. **Write for procurement first.** They build the shortlist, and they're usually not materials specialists.
3. **Put comparable specs on every product page.** One format, one set of units, no PDF to download.

The biggest open question: no buyer has tested the new structure yet. The last section says how to check it cheaply.

The question

You wanted three things from a new site: more enquiries, credibility with international buyers, and a way to show your full product range.

The last two pull against each other. Showing everything makes things harder to find, and the old site already had that problem.

Five kinds of buyer use the site: procurement teams, engineers, manufacturers buying for their own products, distributors and export buyers. Serving all five equally is how B2B sites end up vague. **The scope we agreed: make the site work for the person who shortlists suppliers.**

Evidence

Three sources fed this report. None of them were buyer interviews, so what buyers need reached me second-hand.

Source	What it covered	Label	Limits
Conversations with the owner	25+ years in the industry, 15 in manufacturing; how buyers choose suppliers	Reported	One person's view of many buyers
Audit of every technical datasheet	Formats, units and language across the full range	Observed	Shows what's wrong on paper, not how buyers react
Review of competitors and global suppliers	How leaders structure products, specs, guides and imagery	Observed	Shows what others do, not whether it works for your buyers

Not done: interviews or tests with buyers. That is the first gap I'd close (see the last section).

Findings

The strongest finding is about who decides: procurement shortlists suppliers before an engineer ever looks.

#	Finding	Source	Label
1	Procurement teams shortlist suppliers before engineers get involved. If you're not on the shortlist, the engineer never sees you.	Owner	Reported
2	Buyers arrive with a problem, such as "a tape that holds at 200°C", not with a product code. The old site only worked if you knew the name.	Owner, competitor review	Reported

#	Finding	Source	Label
3	Specs came in mixed formats and units, so comparing two tapes meant converting numbers first.	Datasheet audit	Observed
4	Product language assumed an engineering reader, which is not who builds the shortlist.	Datasheet audit	Observed
5	Leading suppliers organise by application, offer selection guides and publish education resources.	Competitor review	Observed
6	Many competitors hide specs in downloadable PDFs and rely on generic stock imagery. That is an opening, not a model.	Competitor review	Observed
7	The old site was hard to navigate, light on technical detail and looked dated next to global suppliers.	Site review	Observed

Recommendations

Group every product by the job it does. It is the one change the rest of the site is built around.

Recommendation	Why	Based on
Organise products by application	Keeps the full range visible and makes each tape findable by the problem it solves	Findings 2, 5
Write every product page for procurement first	They build the shortlist. Keep the full specifications on the page for engineers	Findings 1, 4
One spec format across every product	Buyers compare temperature, breakdown voltage and thickness without converting units	Finding 3
A tape selection guide and an Education Hub	Lets a non-engineer shortlist with confidence	Findings 4, 5
Real product and in-use photography	Shows a real manufacturer, where competitors use stock images	Findings 6, 7

Recommendation	Why	Based on
A clear route to enquiry from every page	Every serious order needs a quote	Brief

What I advise against:

- **A simpler catalogue.** Cleaner to look at, but you still only find what you can already name.
- **A downloadable PDF catalogue.** Buyers shouldn't have to download a file to compare two tapes, and a PDF can't be found through Google or read comfortably on a phone.
- **Online prices or ordering.** Price depends on quantity and specification, so a listed price would mislead. Send buyers to an enquiry instead.

What to build, in order

Build the structure before the pages, and the pages before the guides. Each step depends on the one before it.

1. **Application-led product structure.** Group the range by application, then build the sitemap and navigation around it. Everything else hangs on this.
2. **A standard spec template.** One set of fields and units for every tape, so pages can be compared the moment they exist.
3. **Product pages written for procurement.** A plain description of what each tape is for, the full specs below it, and a route to enquiry.
4. **The tape selection guide.** Walks buyers through the criteria that matter for their application, and links to the right products.
5. **The Education Hub.** Adhesive selection, surface preparation and how pressure-sensitive adhesives work, written so a non-engineer can follow.
6. **Photography.** Product and in-use photos. Use real photographs for products: a buyer judges a real product by its photo.

What's still unproven

The site launched in April 2026, but no buyer has tested it. These are the bets to check first, cheapest first.

Bet	Label	How to test it	What to watch
Procurement can find a tape for a real application without help	Untested	Watch procurement users try to find a tape for a real application	Where they hesitate or go back
Specs on the page are enough to shortlist without calling	Untested	Ask the same users to compare two tapes and pick one	Whether they need to ask anything first
The site builds credibility with international buyers	Untested	All customers so far are in India. Track where enquiries come from	Enquiries from outside India

After launch, the owner rated the site: informative 8/10; catalogue, product detail and customer-friendliness 9/10; ease of handling 7/10. These are the owner's ratings, not buyer data. The lowest score sits on the structure, which is why the first test above checks it.